

Spring 2020 – Section #20629
Tuesday/Thursday – 12:30-1:50pm
Location: ANN L115 4 Units

Instructor: G. Thomas Goodnight
Office Hours: Tuesdays 11:00 am – 12:00 pm
Office: 206a ASC
Contact Info: gtg@usc.edu 213-821-5384

Course Description: *Our course will map major moments in the development of propaganda as a communications apparatus, identify ideologies as generators of controversy, and inquire into the contemporary machinery striving to surveil and control consumers, publics and the multitude.* The first half of the course conducts inquiry into twentieth century propaganda. Media apparatus were used to rouse nationalism, advertise consumption, enact total war, game the nuclear age, and sustain the Cold War. In the first 80 years, propaganda campaigns were aimed by the state at allies, enemies and neutrals as well as at domestic behavior. PR and Ads created a culture industry of consumption. The second half of the course conducts inquiry into 21st century propaganda. The “clash of civilizations”, the modernization of China, authoritarian regimes, and the rise of network society accelerate propaganda use, innovation, and platforms of control. With post-modern social media added to the mix, novel interactions among communication apparatus, norms, and global entities now generate chaotic threats and opportunities for us all.

Learning Objectives: *The goal of the course is to cultivate independent, critical thinking that appreciates living and working in a diverse world.* The critical historical review of mechanisms, techniques, and uses of ideology to feed propaganda machinery is designed to enable students to come to informed, grounded judgments about structures of persuasion and control aimed at contemporary groups, situations, markets and national interests. The contemporary range of ideology and topics cultivates an appreciation for the mechanisms of propaganda in democratic and authoritarian, national and international spheres of diverse disagreement, contestation, and antagonism. Projects are designed to skill-up reflective thinking, widen knowledge of media uses, and develop research tools that explicate and assess controversies.

Class Readings:

AT THE BOOK STORE: *Political Ideologies*, ed. Vincent Geoghegan and Rick Wilford, 3rd or later editions, London: Routledge 2014; Edward Bernays, *Propaganda*, reprint; Richard Stengel. *Information Wars: How We Lost the Global Battle Against Disinformation and What we Can Do About It*; Matt Taibbi, *Hate Inc.: Why Today's Media Makes us Despise One Another*.
ON LINE PDF: Yochai Benkler and Robert Faris, *Network Propaganda: Manipulation, Disinformation, and Radicalization in American* 2018—PDF On line. Philip Taylor, *Munitions of the Mind* 2018 at USC Library data base. Books should be at USC book store. Many readings are available on Blackboard. Lectures will be posted. Other readings available at the USC

Library site or on a Google Search. Philip M. Taylor, *Munitions of the Mind: A History of Propaganda*. London: Manchester University Press, 2003. <https://www.jstor.org/stable/j.ctt155jd69.28>

Class Assignments:

- (1) **Journal** (Jan 13-March 12) Students are asked to keep a concept journal through the first half of the semester—through March 12. Each class, each student should choose ONE or TWO concepts, speeches, and artefacts from class readings or video for that day. Write a half page explaining the concept, speech, genre or event. The analysis should connect to class lecture. (A handout will be presented to guide analytic work). Journals turned due at mid-term. (2) **Oral Report** During the first half of the semester, each student will read aloud ONE oral report. The report will be on a listed topic for an assigned class date; oral report should be presented as a page length written essay. (Include it within the journal, for the date, to be turned in March 12).
- (3) **Joint Report** (March 24-May 1) Each student is asked to present an oral, joint presentation with a few classmates on a selected day's topic. The Powerpoint presentation will be with 2 classmates (Power point maximum 12 slides each and 2 video inserts). Class mates are asked to respond to reports with suggestions for development.
- (4) **Take Home:** Students will be given a take home final examination of sufficient duration and range to address major class questions (up to seven pages). Distributed May 1. Due date of class final.
- (5) **Term Paper:** Either a journal entry or part of the joint presentation will be converted to a paper, 5 to 7 pages. The paper should extend materials presented in class to an investigation of the topic in greater detail. 10 research sources are required. Paper *topics* will be requested on **March 12**. Changes are acceptable later. Due final date likely May 12

Course Features: Overview

A. JOURNAL is to be kept in a WORD file. Students will submit at roughly mid-term by email (Comm413 Journal) March 12. The single page report (2) should be in the collection as well. On presentation day, a student presenter should BRING a copy and bring one to class.

B. ORAL PRESENTATION AND PAPER. The second “joint” oral presentation (with two colleagues) will be scheduled after all have presented the one page paper. Oral presentation will feature collaboration but each student should take on independent responsibilities for topic coverage. Dates will be scheduled. I will consult by appointment about the report—and paper for class. The final paper should be turned in by email – and placed within the final Concept Journal File. MLA source documentation expected, power point/paper.

C. FINAL EXAMINATION will be distributed in class April 30.

GREATER DETAIL ON ASSIGNMENT EXPECTATIONS AND COMPLETION POSTED ON BLACKBOARD UNDER SYLLABUS

Breakdown of Grade:

Assignment	Points	% of Grade
Journal & First Short Report		40
Joint Report & Longer Paper		40
Final Take Home Examination		20
TOTAL	100	100%

Course Grading Policy:

You will receive details about each assignment/exam separately. All assignments need to be completed and handed in on time to avoid a grade reduction. If you are unable to turn in an assignment due to illness or a personal emergency, you must provide written documentation that will allow you to be excused, or discuss your situation with me in a timely manner. Do not wait until the end of the semester to sort things out. See PROJECT descriptions on Blackboard under the Syllabus Section.

In order to pass this class you will need to complete ALL of the assignments. Failure to complete one or more of them will result likely in an F in the class. If you have concerns regarding a grade on a given assignment, you must appeal it in writing, stating the reasons why you feel the grade is inaccurate, within one week of receiving the graded assignment. No late appeals will be accepted for review

Grades will be assigned as follows:

- A/A- outstanding, thoughtful and enthusiastic work
- B+/B above average work, demonstrating good insight into assignment
- B-/C+ needs improvement on ideas, argument and follow through
- C and below fulfilling the bare minimum and showing little understanding of the material

SCHEDULE SUMMARY (YOUR PARTICULAR ASSIGNMENT DUE DATES WILL BE ASSIGNED AS SOON AS CLASS PARTICIPATION NUMBERS SETTLE)

FIRST HALF: ASSIGNMENT SCHEDULE AND TURN IN INSTRUCTIONS

January 13-March 12 Maintain your Journal. ½ page per class. Turn in via email 12th gtg@usc.edu Subject Line: Comm413Journal

February 4-March 12 You will be assigned one presentation, short report by end of January (short report should be turned in with journal).

SECOND HALF: ASSIGNMENT SCHEDULE AND TURN IN INSTRUCTIONS

March 12-May 1 You will be assigned a team topic for presentation by March 12. Present.

APRIL 30 Final Take Home exam handed out. May 12 Take home and final paper due. Send to gtg@usc.edu Subject Line Commr413Final.

Propaganda, Ideology, and Public Controversy

(Class Schedule. May be modified, altered, or changed with Blackboard notification).

1. T Jan 14 Introduction to the Course

Reading: Taylor, The Ancient World

2. Th Jan 16 The Causes of War & Ideology

Reading, Geoghegan, 1-18

3. T Jan 21 The Classical Traditions

Readings: Taylor, Greek, Roman, & Chivalry

4. Th Jan 23 Nationalism and the Communications Revolution

Readings Geoghegan, 99-120; Taylor, Communication Revolution

5. T Jan 28 Liberalism

Readings Geoghegan, 19-44; Goodnight, The Liberal and Conservative Presumption BB
Walter Lippman, Public Opinion, Chapters 1-5.
John Dewey, The Public and Its Problems, Chapter 3.

6. Th Jan 30 Conservatism

Readings: Geoghegan, 37-69; Goodnight, The Liberal and Conservative Presumption BB
John Milton, Aereopagetica 1644 Free Speech
John Stewart Mill, The Market Place of Ideas, On Liberty 1859

SHORT REPORTS BEGIN: 1 to 2 PER CLASS

7. T Feb 4 (The Great War) World War I

Readings: Taylor, World War I

Harold D. Laswell, The Language of Power 1949.

Options:

Woodrow Wilson's War Message to Congress, April 2, 1917. America goes to war

Mass Media Propaganda: https://www.youtube.com/watch?v=3t_Gwo3M-uc

British Propaganda <https://www.youtube.com/watch?v=PQzX6EAwQ0c> (propaganda)

World War I Peace Movement <https://www.youtube.com/watch?v=PQzX6EAwQ0c> (peace movement)

8. Th Feb 6 (The Great War) Aftermath

Harold D. Laswell, Style in the Language of Politics 1949. Compelling reasons

Topic Options:

The League of Nations

Naval Armaments Treaties

Hoover and Humanitarian Mission

9. T Feb 11 Socialism

Readings: Geoghegan, 71-96. Taylor, The Bolcheviks

Topic Options:

Vladimir Lenin
Agit Prop
The Soviet International

10 Th Feb 13 The Roaring Twenties.

Readings: Edward Bernays, Propaganda

“Propaganda,” International Encyclopedia of the Social Sciences 1930

Bernays’ story <https://www.youtube.com/watch?v=V8GHK1FWNeo>

Topic Options:

Public Relations Begins
Talking Points and Salesmanship
Advertising and the Household

11. T Feb 18 Authoritarianism

Readings: Geohagan, Fascism, 121-149

Dennis Smith, Mussolini: Artist in Propaganda, *History Today*, Apr 1, 1959, Vol.9(4), p.223.

Options:

Goebbels. <https://www.youtube.com/watch?v=sG2rWnBmqyg> (Goebbels)
Hitler and the German People. <https://www.youtube.com/watch?v=uCu7IT81gh8>
Winston Churchill 1941 <https://www.youtube.com/watch?v=fhUXdolcIPQ>

12. Th Feb 20 (Total War) World War II

Readings: Taylor, Second World War

Franklyn D. Roosevelt. Declaration of War Against Japan December 1941

US World War II https://en.wikipedia.org/wiki/American_propaganda_during_World_War_II

Options:

Cartoon Propaganda
Frank Capra Why We Fight
Hollywood and Bonds Campaign

13. T Feb 25 Atom Bomb & Post War World

Readings: Taylor, Cold War

Options

Franklyn D. Roosevelt, “Four Freedoms Speech,” January 6, 1941.
The United Nations https://www.youtube.com/watch?v=GfVl_s1PxIk
Harry Truman, March 24, 1947. <https://www.youtube.com/watch?v=-LMXGFhfbCs>
The Marshall Plan <https://www.youtube.com/watch?v=Xyoviiavusk>

14. Th Feb 27 Communism and the Free World

Winston Churchill, The Iron Curtain Speech

F. B. Evans, Worldwide Communist Propaganda Activities, 1955. Selections

Options

Communism: A 1952 Anti Soviet Propaganda Short Film From The Cold War Era
Soviet Propaganda https://www.youtube.com/watch?v=59GcRz_UA6A
How to Recognize Propaganda | Cold War Era Educational Film | ca. 1957

Animated Soviet Propaganda https://www.youtube.com/watch?v=59GcRz_UA6A

15. T March 3 Voice of America: Cultural Diplomacy

Readings: R Samarajiva, 1987, “The murky beginnings of the communication and development field: Voice of America and the passing of traditional society,”

“Propaganda,” *International Encyclopedia of the Social Sciences*, 1968.

Topic Options:

Cartoon of America <https://www.youtube.com/watch?v=CiuQhD27Cfc>

American Cultural Diplomacy Jazz

UN Celebratory Ambassadors

John F. Kennedy, American University Speech

16. Th March 5 Brinkmanship, Reagan, and End of History

Readings:

Geohagan, “End of Ideology,” 289-208.

Ronald Reagan, The Axis of Evil Speech, 1993 American Presidency Project

George Bush, The New World Order Speech, September 11, 1991, American Presidency Project

Topic Options:

BBC—History of the Cold War. https://www.youtube.com/watch?v=B1QS_s6RpuM

The Collapse of the Soviet Union <https://www.youtube.com/watch?v=OYD6ouVHXbo>

Vladimir Putin’s Rise to Power <https://www.youtube.com/watch?v=nY3Uz4ELwM0&vI=en>

17. T March 10 The Dark Arts of Influence

Readings: Psychological Warfare. Brain Washing

Topic Options:

Indoctrination. Brainwashing. <https://www.youtube.com/watch?v=DJDycbrXxi4>

Psychological Warfare: <https://www.youtube.com/watch?v=8LTmYYg-E2w>

Daniel Boorstin, The Image. <https://www.youtube.com/watch?v=wzDeXAZDde4>

Vance Packard, The Hidden Persuaders <https://www.youtube.com/watch?v=1r8w1v9X6-o>

18. Th March 12 Spin and Uncivil Politics

Readings: Joan Pedro, The Propaganda Model in the Early 21st Century. Part I and Part 2.

International Journal of-Communication (2011), 1865-1905.

The Long and Dirty History of Political Ad Campaigns | KCET

<https://www.kcet.org/shows/social-connected/the-long-and-dirty-history-of-political...>

Topic Options:

Political mud slinging is nothing new. We go all the way back to 1800 to take a look at some of the down-and ...

10 Dirty And Disturbing Political Campaign Ads - Listverse

<https://listverse.com/2014/07/04/10-dirty-and-disturbing-political-campaign-ads>

7 Campaign Ads Voters Said Crossed the Line | Time

<https://time.com/politics/campaign-ads>

Danielle Allen, On Politics and Propaganda in the 21st Century (Lecture on campaign practices). <https://www.youtube.com/watch?v=gLZtXmDuFdo>

SPRING BREAK

19. T March 24 The United States 21st Century Publicity Mission

Readings: TBD

20. Th March 26 China's 21st Century Publicity Mission

Readings:

China Farming State Propaganda 1960s https://www.youtube.com/watch?v=TSW66HA9_Cw

The Great Leap Forward <https://www.youtube.com/watch?v=xYnCAFKC7gE>

The Opening of China <https://www.youtube.com/watch?v=9jRqGOXLYD0>

Deng Xiaoping Leadership Change <https://www.youtube.com/watch?v=zuzplkJkwww>

22. T March 31 Network Propaganda: Troll Farms, Targeting, and Useful Idiots

Readings: Benkler and Farris, 1-104

21. Th April 2 Network Propaganda: Disinformation

Readings: Richard Stengler, *How We Lost the Information Wars*

The Soviet Union and Disinformation. <https://www.youtube.com/watch?v=ujQ85EbTxlI>

Kaspersky, A Brief History of Disinformation. <https://www.youtube.com/watch?v=yTla4rCblzQ>

23. T April 7 Mass Media and Despising One Another

Readings: Matt Taibbi, *Hate, Inc.*

24. Th April 9 Dark Money and Propaganda

Readings: Geohagen, *Green Politics*, 153-178.

25 T April 14 Fake News and Social Media

Readings: Benkler and Farris, 105-224

PBS Social Media: the New War Tool. <https://www.youtube.com/watch?v=B264nk8fBcg>

How Social Media for Propaganda is Big Business.

<https://www.youtube.com/watch?v=5J0uQwY5zIQ>

Samuel C. Wooley, Computational Propaganda: World Wide.

2018 <https://www.youtube.com/watch?v=0IY7DL0ihYI>

26. Th April 16 War Crimes and Violence

Readings: Geohagen, *Feminism*, 179-209

27. T April 21 Fundamentalism and Exceptionalism:

Readings Geohagen, *Religion and Secularism* 263-288

28. Th April 23 Networks of Radicals

Readings: Geohagen, *Multiculturalism*, 239-262 Sam Seder, *The Majority Report*,

Radicalization, Disinformation and American Politics

https://www.youtube.com/watch?v=dI5XtYsE7_0

Natalie Fenton, *The Internet and Radical Politics, in Misunderstanding the Internet.*

<https://www.youtube.com/watch?v=5J0uQwY5zIQ>

29. T April 28 Cyberwarfare and Security

Readings: Geohegan, 214-234 Anarchism

PBS Cyberwar Threat. https://www.youtube.com/watch?v=0EnTLju9_cE

WEB Warriors: Documentary over Cyberwarfare.

<https://www.youtube.com/watch?v=0IY7DL0ihYI>

30. Th April 30 International Cybersphere

Readings: Benkler and Farris 224-324

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Digital Lounge for more information. To connect to USC's Secure Wireless network, please visit USC's Information Technology Services website.

Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20) Friday, January 31: Last day to register and add classes for Session 001

Friday, January 31: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Tuesday, February 4: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

Friday, February 28: Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, February 28: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 3: Last day to drop a class with a mark of "W" for Session 001

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL),
press “0” after hours – 24/7 on call studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symlicity.com/care_report Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776 dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

uscsa.usc.edu Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101 diversity.usc.edu

Information on events, programs and training, the Provost’s Diversity and Inclusion Council,

Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.